



THE CONTENT FACTORY

Please wait until instructions are given in the presentation to fill in the following sections; however, you may get stoked now.

DESTINATION CHALLENGE

In the next two minutes, write down as many words as you can think of that you frequently use when marketing your destination. *Example: Nightlife*

THE MIDDLE GROUND

In the left circle, identify content that serves your brand. In the right circle, identify content that serves your audience. In the middle, identify the content that serves both you and your audiences.

